

Blue Theme Style Guide

2/11/2014

Main Color Palette

The colors below represent Blue Theme's main color palette. While tints and shades of the listed colors are acceptable, though an attempt should be made to stay within this palette. The exception being an alert or very high importance area where increased contrast may be desirable.

#1E3A62

#3E5677

#5F9BBC

#4c7e99

#DAE1E6

#EFF3F6

#444



Alert/Emergency Colors

The colors below are colors used for occasional and timely alerts/emergency alerts. Their application may vary depending on the need. They are in contrast to the site's main color palette and should be **used sparingly** to draw maximum attention. It is recommended that alert colors only be used one at a time.

#A91E23

#C33B27

#F5854A

#FFCC05

#86A447

Missouri Department of
State Agency

MO.gov Governor Jay Nixon Find an Agency Online Services Search

Navigation Item 1 Navigation Item 2 Navigation Item 3

Sample Alert: This is a sample alert for Important Information

Have a Small Business?
We have a information just for you
smallbiztax.mo.gov

Popular Online Services

- Change your address
- Register your business
- Check personal tax return status
- File and pay personal taxes online
- File and pay business taxes online

Recent News Cole County Grand Jury Indicts Tax Evaders; Branson Tax Scofflaw Sentenced Separate Case

Popular Topics

Personal Tax	Business Tax	Motor Vehicle	Driver License
Individual Income tax	Returned Refund Checks		
Electronic filing	Software vendors		
Lien Search	Tax professionals		

Important Dates

28 NOV	Quarter Monthly Sales/Use Tax Payment Due
29 NOV	Monthly Sales/Use Tax Return Due

General Header Branding for Agency Sites

In order to maintain a level of quality and consistency, a general branding standard is used on New Blue theme sites. These guidelines are flexible may be adapted to best fit the needs of the specific agency or brand.



Examples



Seal background with standard typography



Monochrome Logo with specialized typography



Full color logo/seal standard typography

General Header Branding - Fonts

Century Gothic - Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Fonts

Navigation 1

Navigation 2

Navigation 3

Headline 1

Headline 2

Subhead

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse auctor augue eget tellus iaculis vel facilisis ipsum congue. Maecenas id metus lorem, sit amet pharetra dolor. **Nam viverra erat** quis enim malesuada tempus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Fusce cursus turpis quis turpis luctus ornare. Nunc venenatis enim quis ligula condimentum porta.

Merriweather

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Francois One

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Tahoma

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Font Usage

Francois One

Should be used in all headers and may be used in buttons or graphics/images needing text overlay



Business Tax

[Home](#) > [Inbetween Place](#) > [Business Tax](#)

The Missouri Department of Revenue administers Missouri's business tax laws, and collects sales and use tax, employer withholding, motor fuel tax, cigarette tax, tire and battery fee, financial institutions tax, corporation income tax, and corporation franchise tax. Different types of business must register for different types of taxes.

If you are interested in starting a new business, the first step is **Business Registration**.

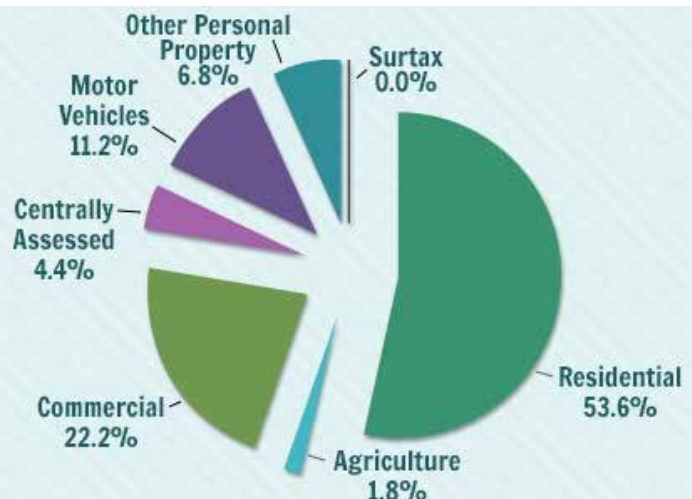
Starting a New Business

[New Business Resources](#)

[Online Registration & Forms](#)

Who paid the 2011 taxes?

Estimated Taxes Paid
\$6,380,707,063



Font Usage

Merriweather

Main usage is as the navigation bar font. Can also be used to graphics or images as an alternative to Francois One.



Forms & Manuals

Online Services

Personal Taxes

Tahoma

Tahoma is the New Blue body font and is used for the majority of the site content. The body should be left aligned and given a generous line-height for maximum readability. Links are bolded.

The procurement of IT products and services for state agencies is accomplished within the State of Missouri's procurement rules and regulations as administered by the Division of Purchasing and Materials Management.

Contracts

A few of the most popular contracts are listed below:

- **Prime Vendor** - A range of IT products are available through the prime vendor's catalog.
- **Statewide IT Consulting** - Ten vendors are available to provide consulting services via the contract.
- **Health IT Consulting Services** - Seven vendors are available to provide consulting services around healthcare related information technology via the contract.
- **Wireless Telephone Services and Equipment** - Four vendors are able to offer wireless phones, smart phones, blackberries and wireless data plans to Missouri's state agencies.

For more complete information on state contracts use the following links:

- **Statewide IT Contracts**
- **All Statewide Contracts**
- **Contract Document Search and Retrieval**

Becoming a State Vendor

Companies interested in becoming a state vendor should visit the links below:

- **Division of Purchasing and Materials Management**
- **Online Bidding and Vendor Registration System**

ITSD procures products and services from companies through the State's competitive bid processes.

Font Usage

Links

Links in the body copy will be **#1E3A62** and will be **Bold**

In a paragraph of text a link would look like this: **Link Here**

Upon hover, it would look something like this. **Link Hover** with a border-bottom 1px dotted **#111**

If the link falls on **#5F9BBC** (like the navigation) the link will be white, bold, and could have a dotted border-bottom on hover.

So the link would look something **Like This**

If the link is on a dark background it will be: **#75C7DD**

So the link would look something **Like This**

Buttons

Simple Button



Big Glow Button



Social Footer Buttons



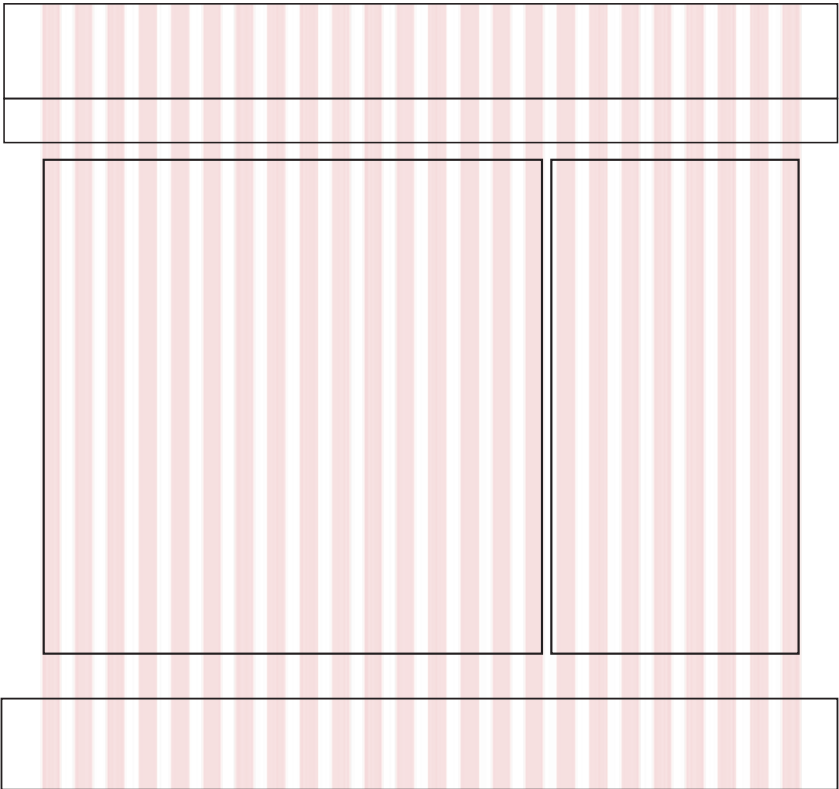
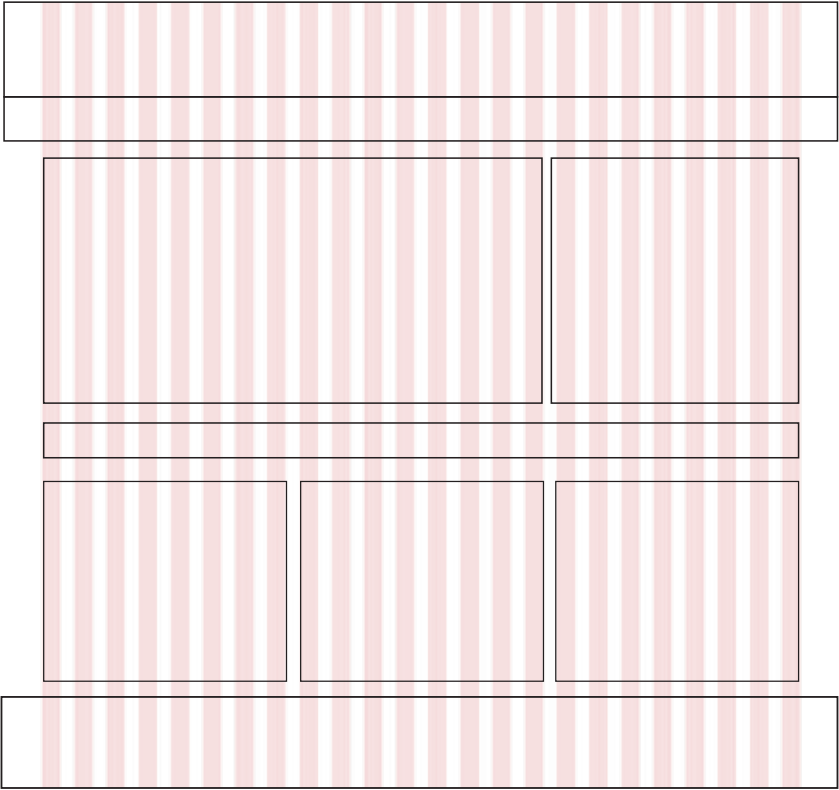
normal



hover

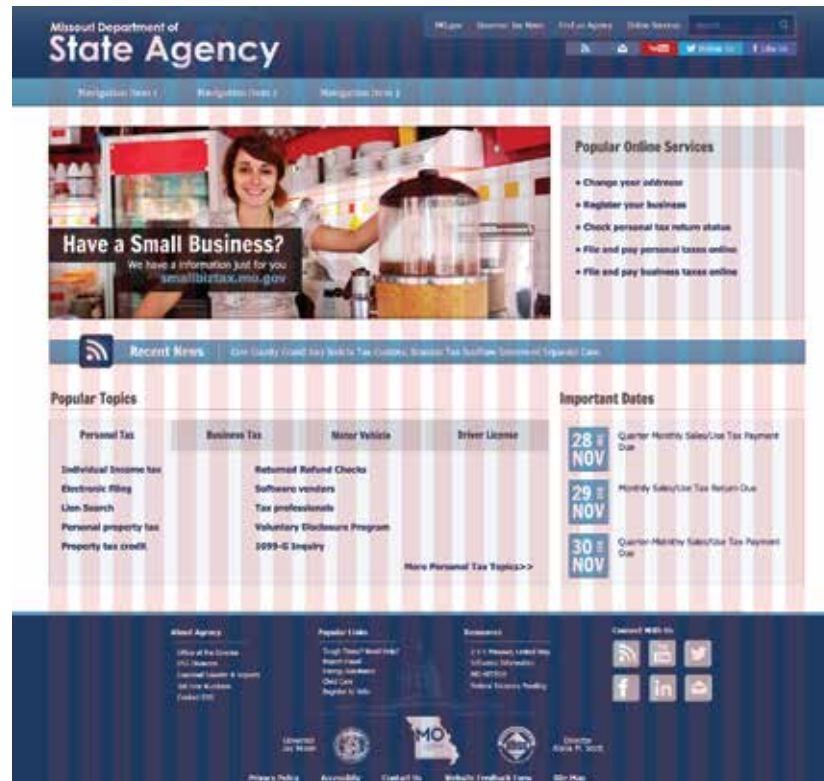
Site Grid

New Blue is built upon a 24-grid responsive system.

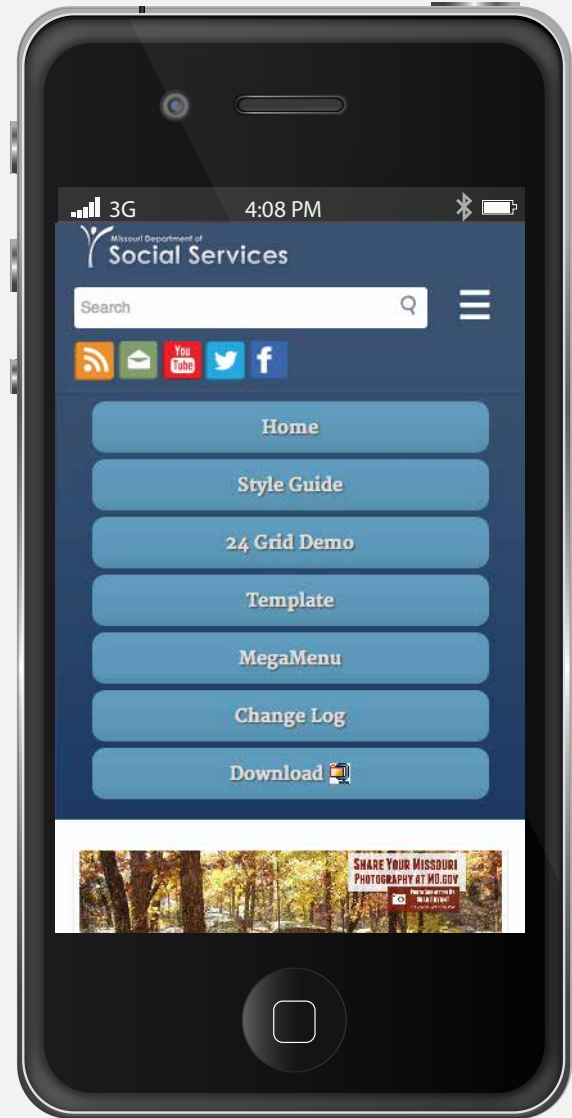
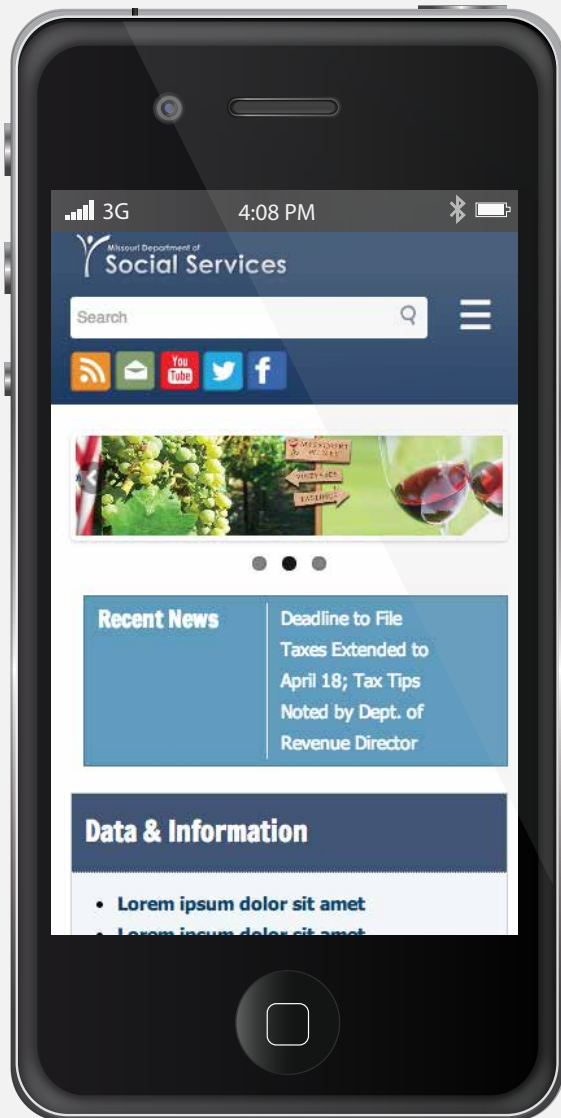


Site Grid

Examples



Mobile View



Tablet View



Imagery & Icons

The goals and content between different New Blue sites will vary greatly. So there is flexibility with graphics. Above all graphics should be clean, clear and concise. An effort should be made to incorporate the theme color palette but other colors should not be excluded. Colors may also be pulled from related photographs on the page when applicable.



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FOR NEW EMPLOYERS



★ ★ ★ ★ ★

Award Winning IT Organization

National Survey finds Missouri among
Top Technology-Savvy State Governments.
Missouri uses technology to make government
smarter and more efficient.



For questions or to obtain photoshop/illustrator templates contact:

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